



2013*

UNIVERSITY OF
Nebraska
Lincoln

EXTENSION

Know how. Know **now**.

NEBRASKA BROADBAND INITIATIVE

Engaging people. Linking the World.

The attraction and retention of population, increasing economic development and increasing well-being/quality of life are the long term goals of the Nebraska Broadband Initiative. The focus is on the adoption and utilization of Broadband across the state with an emphasis on unserved and underserved.

Key Highlights:

BUILDING CAPACITY/BENCHMARKING DATA

Building Awareness and Benchmarking Data to Measure Impact

- Over 1,000 businesses responded to assessment in understanding how businesses incorporate broadband and technology.
- Household survey in 2010 mailed to 6,600 Nebraskans achieved a 47% response rate.
- To create awareness and promote interest and action, 10 press releases were distributed in 2013.

TECHNICAL ASSISTANCE

Educating How Broadband Can Lead to Increased Profitability

- 14 Educational webinars featuring topics such as cloud computing, security and online marketing have attracted nearly 2,000 views.
- Launched 37 best practice videos showing the benefits of broadband for business with total views equaling 2,536.
- More than 200 participants at each broadband conference.
- Nearly 17,000 visitors to website averaging over 3 minutes a visit since April 2012 with nearly 800 visitors a month.

REGIONAL PLANNING

Engaging People in the Process is a Key to Planning Efforts.

- Over 300 people participated in 8 regional forums located statewide.
- Planning committees formed that included over 80 members.
- 17 focus groups with 105 individuals participating conducted 2012/13.
- 8 regional plans completed 2013. Priority areas consistent across the regions include: Digital Literacy and Adoption/Advanced Technology Training; Broadband Availability and Affordability; Economic Development; and Agriculture.



CONNECTING

Engaging people. Linking the World.



Public Value

Broadband is a foundation for economic opportunity, job creation, global competitiveness and a better way of life for individuals, small businesses and communities. It is a core infrastructure component for local communities and regions to attract new industries and a skilled work force. As a result, small businesses, workers, and communities must have the broadband infrastructure, training and tools to participate and compete in a changing economy.

For More Information, Contact Charlotte Narjes (402.472-1724) or Connie Hancock (308.254.4455)

Funded through a grant from the Nebraska Public Service Commission (PSC) from the U.S. Department of Commerce National Telecommunications and Information Administration (NTIA). **This is the first Extension Impact Report provided.*



Extension is a Division of the Institute of Agriculture and Natural Resources at the University of Nebraska–Lincoln cooperating with the Counties and the United States Department of Agriculture.

The 4-H Youth Development program abides with the nondiscrimination policies of the University of Nebraska–Lincoln and the United States Department of Agriculture.